

WHAT IS CLAIMED IS:

1. A tire display placard comprising:
  - a belt having a fastening device;
  - a bracket comprising a slot adapted to allow the belt to be threaded through it, the bracket further comprising a mounting aperture; and
  - a graphic holder panel comprising a front surface adapted to display written indicia and a back surface comprising a male extension adapted to be removably inserted into the mounting aperture of the bracket.
2. A tire display placard as described in claim 1, further comprising a plug adapted to engage the male extension of the panel and releasably secure the panel to the bracket.
3. A tire display placard as described in claim 1, wherein the male extension of the panel and the mounting aperture are substantially round, and the panel is rotatably connected to the bracket by the male insert's engagement with a portion of the bracket defining the aperture.
4. A tire display placard as described in claim 2, wherein the male extension of the panel, the mounting aperture, and the plug are substantially round, and the panel is rotatably connected to the bracket by the plug's engagement with the male insert through the mounting aperture.

5. A tire display placard as described in claim 1, wherein the fastening device comprises a hook secured to one end of the belt and a plurality of holes in the opposite end of the belt from the hook, whereby the length of the belt may be varied by inserting the hook into different ones of the holes.

6. A tire display placard as described in claim 1, wherein the bracket further comprises a plurality of prongs on the side of the bracket opposite the side of the bracket onto which the graphic holder panel is mounted.

7. A tire display placard as described in claim 1, wherein the belt is comprised of a rubber strap.

8. A tire display placard as described in claim 1, wherein the belt is comprised of a elastic strap.

9. A tire display placard comprising:  
a belt having a means for fastening;  
a bracket comprising means for receiving the belt, the bracket further comprising means for mounting a graphic holder panel, and  
the graphic holder panel comprising a front surface adapted to display written indicia and a back surface comprising means for connecting the panel to the mounting means.

10. A tire display placard as described in claim 9, wherein the mounting means and connecting means are substantially round, and the connection of the panel to the bracket is rotatable.

11. A tire display placard as described in claim 9, wherein the belt is comprised of an elastic strap.

12. A tire display placard as described in claim 9, wherein the belt comprises means for adjusting its length.